

Message Text

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ACTION COME-00

INFO OCT-01 AF-08 EUR-12 NEA-10 ISO-00 EB-07 PA-02 PRS-01
USIA-15 CIAE-00 INR-07 NSAE-00 /063 W
----- 124681 /43

P R 141435Z DEC 76
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC PRIORITY 6583
INFO AMEMBASSY ABU DHABI
AMCONSUL ALEXANDRIA
AMEMBASSY ATHENS
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
USINT BAGHDAD
AMEMBASSY BEIRUT
AMEMBASSY CAIRO
AMCONSUL CASABLANCA
AMEMBASSY DAMASCUS
AMCONSUL DHAHRAN
AMEMBASSY DOHA
AMEMBASSY KHARTOUM
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMCONSUL ORAN
AMEMBASSY RABAT
AMEMBASSY SANA
AMCONSUL TANGIER
AMEMBASSY TEHRAN
AMEMBASSY TRIPOLI
AMEMBASSY TEL AVIV
AMEMBASSY TUNIS

UNCLAS JIDDA 8030

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, XP
SUBJ: PROPOSED MARINE EXPOSITION TO NEAR EAST

REF: STATE 302154
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1. FLOATING EXHIBITION NOT A NEW IDEA TO POST. THERE ARE PROBLEMS RE FILLED HARBORS, CLOGGED PORTS AND CUSTOMS WHICH WOULD HAVE TO BE RESOLVED AT EACH PORT OF CALL WELL IN ADVANCE OF ARRIVAL. APPROVAL OF THE MINISTRY OF COMMERCE IS NECESSARY.

2. THE ONLY FLOATING EXHIBIT TO SHOW AT JIDDA WAS A FRENCH TRADE-CUM-CULTURE EFFORT IN MID 1976. FRENCH AUTHORITIES LABELLED IT AS A NAVAL CRUISE TO FAMILIARIZE ARAB NAVY PERSONNEL AND ITS COMPLEMENT INCLUDED RECRUITS INVITED FROM ARAB COUNTRIES. WITH THIS LEVERAGE, IT WAS ALLOWED TO DOCK IN JIDDA FOR THREE DAYS DESPITE SEVERE PORT AND SUPPLY PROBLEMS. SALES EFFORT RESULTS WERE FAIRLY GOOD FOR CONSUMER PRODUCTS SUCH AS PERFUMES AND FOODS, BUT SAUDI BUSINESS COMMUNITY WAS DISAPPOINTED AT LACK OF PROMOTION FOR MOST DESIRED GOODS SUCH AS CONSTRUCTION EQUIPMENT, BUILDING MATERIALS, MEDICAL EQUIPMENT, ETC. REPUBLIC OF CHINA APPLIED TO SAG MINISTRY OF COMMERCE FOR A FLOATING EXHIBIT IN EARLY 1977 BUT WAS TURNED DOWN BECAUSE OF JIDDA PORT AND HARBOR PROBLEMS, AND CHINESE WERE INFORMED THAT BERTHING WOULD NOT BE ALLOWED. FLOATING OUTER HARBOR EXHIBIT ALTERNATIVE ALSO TURNED DOWN. WE UNDERSTAND THAT SAG WAS DISSATISFIED AT ROC THEME OF CONSUMER GOODS, FEELING THAT THIS NOT RESPONSIVE TO IMMEDIATE NEEDS OF LOCAL ECONOMY.

3. WATER AND FUEL ARE AVAILABLE AT JIDDA. WATER, HOWEVER, IS VERY EXPENSIVE. IN THE OUTER HARBOR IT CAN RUN UP TO \$100/TON. BERTHED SHIPS PAY \$20 PER TON, A FIXED PRICE. FUEL PRICES ARE MODEST.

4. POST INTERESTED IN DATES PROJECTED FOR EXHIBIT BECAUSE RAMADAN AND HAJ PILGRIMAGE SEASONS WOULD BE DEFINITE DETERRENT TO ANY SUCH EXHIBIT. IN 1977 RAMADAN SEASON WILL BE APPROXIMATELY AUGUST 14 TO SEPTEMBER 16. PILGRIMAGE WILL RUN FROM ABOUT OCTOBER 20 THROUGH DECEMBER 1. ORGANIZER SHOULD BE ADVISED CONSIDER THIS ASPECT. PRODUCT CONTENT OF EXHIBIT WILL BE SIGNIFICANT IF ANY SUCCESS TO BE ACHIEVED. USDOC SHOULD PROVIDE GUIDANCE FROM OUR RECENT BEST PROSPECTS REPORT (A-141) AND NOT MERELY ON BASIS UNCLASSIFIED

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FORTUNE 500 LISTING. PRODUCT EXHIBIT WILL HAVE TO BE WELL TARGETED FOR ANY SUCCESS. SHIP SHOULD ALSO CARRY CARGO OF ITEMS DISPLAYED FOR IMMEDIATE SALE SINCE DELIVERY TIME IS MOST SIGNIFICANT THIS MARKET, ESPECIALLY FOR CONSTRUCTION EQUIPMENT, TRANSPORT EQUIPMENT, BUILDING MATERIALS, PLUMBING AND ELECTRICAL FIXTURES.

5. CONSIDERING THE PREPARATIONS NECESSARY TO PROMOTE THE

SUCCESS OF SUCH AN EXHIBIT, SUCH AS PERMITS TO BE OBTAINED,
PRE-EXHIBIT PREPARATION OF TARGET LISTS, LIST OF EXHIBI-
TIONS, BROCHURES, ETC, PROMOTER SHOULD BE ADVISED OF TIGHTNESS
OF ANY SCHEDULE FOR SEPTEMBER/OCTOBER 1977. ALSO APPLI-
CATION FOR EXHIBIT MUST BE RECEIVED AT LEAST SIX MONTHS
IN ADVANCE OF EVENT. REPLY FROM SAG COULD BE DELAYED TO
DISADVANTAGE AS OCCURRED WITH REPUBLIC OF CHINA APPLICATION.
PORTER

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